

Daniel Bassin

UI/UX designer

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Ramat - Gan, Israel (UTC +2)

Portfolio: danielbassin.com

EXPERIENCE

2022 - 2024

UI product designer at Beach Bum (gaming), Ra'anana, Israel

- Conducting a full design cycle from collecting **inspiration** to creating a **pixel-perfect** UI for all states and scenarios, and delivering to developers.
- **Daily collaborating** with product managers, developers, and art team members to define, design, and display extraordinary designs.
- Create fun, **playful**, intuitive, cohesive look & feel designs for new features.
- **Brainstorming** with the art director to design new casual-style screens and **UI elements**.
- Using **artificial intelligence** with Midjourney to create illustrated backgrounds and characters that are part of the game screens and features' layouts.

2020 - 2022

Freelance UI designer, Ramat Gan, Israel

2018 - 2020

Receptionist at Rimonim Tower hotel, Ramat-Gan, Israel

2016 - 2018

Retail store manager at "Castro", Givatayim, Israel

EDUCATION

2021 - 2022

UX advanced studies at NETCRAFT ACADEMY, Bnei-Brak, Israel

- Learning work methodologies in **UX research**.
- Analyzing data and insights from **Google Analytics** and **Google Forms**.
- Using **Axure** software to create high-fidelity **wireframes** and **prototypes**.

2020 - 2021

UI/UX studies at NETCRAFT ACADEMY, Bnei-Brak, Israel

- Creating brand guidelines and **design systems** that will accompany the interface.
- Building colorful and fully functional working prototypes, using **Figma / Adobe XD**.
- Design responsive interfaces for high **usability** on all devices.

ABOUT ME

A passionate, **adaptable**, detail and goal-oriented professional who advocates continuous learning and **improvement**.

I believe that collaborative **teamwork** is instrumental to **problem-solving** and achieving **business goals**.

Turning **innovative solutions** and concepts into functional designs is my way to create products that **resonate with people**.

SKILLS

- UI design
- Concept art
- Wireframing
- Prototyping
- Branding

TOOLS

- Photoshop
- Illustrator
- Midjourney
- Adobe XD
- Figma
- Axure
- Wordpress
- Elementor
- Miro
- Jira